

Goal, Audience and Message: The Nuts and Bolts of Using Effective Communications and Storytelling to Advance Your Public Health Agenda

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- Goal, audience(s), message, messengers are the foundation of any successful communications/policy campaign



Exercise 1 – determine goal, audience and message for your mock communications campaign scenario



Messengers

- Rule #1 – selected based on credibility with your target audience(s)



Exercise 2— Building on the past exercise, determine who the messenger(s) will be.



Storytelling

- Adding a face to your message



Logos (logic), ethos (ethics/credibility) and pathos (emotion), the components of a winning argument.



Storytelling Examples...



Exercise 3— Building on the past two exercises, come up with one potential storytelling element.



What Makes Something News?

- “News is an event, occurrence, action that has an impact on an audience in either a direct or emotional way.”

THE KANSAS CITY STAR.
kansascity.com



How to make something “news” – step 2...

- Timely, easy to understand, local and a picture.



Exercise 4 – Building on the past three exercises, plan one proactive news (earned and social) execution, and determine when and how they will be released.



- For the execution you identified, what is the pitch you give to a reporter – remembering what makes something news.
- What are the two questions you want to be asked?
- What are the two questions you don't want to be asked?



Staying on message, rapid response, bridge and pivot

- Don't let go of the wheel!



Exercise 5 – In all public-policy campaigns, conflict frequently arises. Building on the previous exercises, how will you stay on message and stay focused?



“There are two ways of spreading light: to be the candle or the mirror that reflects it.” Edith Wharton



Questions?

